

VZCZCXRO0152
PP RUEHFK RUEHKSO RUEHNAG RUEHNH
DE RUEHOK #0153 0830730
ZNR UUUUU ZZH
P 240730Z MAR 06
FM AMCONSUL OSAKA KOBE
TO RUEHC/SECSTATE WASHDC PRIORITY 0092
INFO RUEHKO/AMEMBASSY TOKYO PRIORITY 7534
RUEHKSO/AMCONSUL SAPPORO PRIORITY 0109
RUEHNAG/AMCONSUL NAGOYA PRIORITY 2210
RUEHFK/AMCONSUL FUKUOKA PRIORITY 0097
RUEHNH/AMCONSUL NAHA PRIORITY 0116
RUEHBJ/AMEMBASSY BEIJING 0381
RUEHUL/AMEMBASSY SEOUL 1061
RUEHSH/AMCONSUL SHENYANG 0032
RUESLE/AMCONSUL SHANGHAI 0128
RUEHGZ/AMCONSUL GUANGZHOU 0090

UNCLAS OSAKA KOBE 000153

SIPDIS

SENSITIVE

SIPDIS

E.O. 12958: N/A

TAGS: [ECON](#) [EIND](#) [KS](#) [JA](#)

SUBJECT: JAPANESE TARGET THE GLOBAL PLASMA DISPLAY MARKET

[1](#)1. (SBU) SUMMARY: Matsushita Electric Industrial Co. (MEI) expects th

Outlook for the Global Plasma Display Panel Market: Strong Growth

[1](#)2. (SBU) According to an internal market study prepared by Matsushita

MEI's PDP Strategy: Production Expansion in Kansai and Localization o

[1](#)3. (SBU) According to MEI Vice Chairman Masayuki Matsushita, MEI is f

[1](#)4. (SBU) As part of MEI's strategy to expand its share of the PDP seg

[1](#)5. (SBU) Although marketing most of its new products first in Japan a

MEI Management Concerns--A Dearth of Qualified Line Technicians and E

[1](#)6. (SBU) MEI's most serious issue, according to plant managers, is hi

Significant Economic Impact on the Local Economy

[1](#)7. (U) According to research conducted by the Kansai branch of the De

[1](#)8. (SBU) MEI's massive expansion of its PDP production capacity withi

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